

Newspapers Today  
part **2** Print &  
Online



# USER MANUAL

# Introduction

The Newspapers Today: Print & Online (Part II) User Manual is a support tool for sales forces as they take the report to market and engage with those responsible for the channel/media selection.

Please note that this manual is intended for **publisher use only** and should not be distributed more broadly.

If there are any other areas you would like input or support on, beyond the scope of this manual, please contact your trade marketing team or Lucia Elliott / Lisa Overall at The Newspaper Works on (02) 9692 6300 or via

[luciaelliott@thenewspaperworks.com.au](mailto:luciaelliott@thenewspaperworks.com.au)

[lisaoverall@thenewspaperworks.com.au](mailto:lisaoverall@thenewspaperworks.com.au)

Thank you in advance for the important role you're playing in engaging the media planning community and the broader industry, in launching Newspapers Today: Part II.



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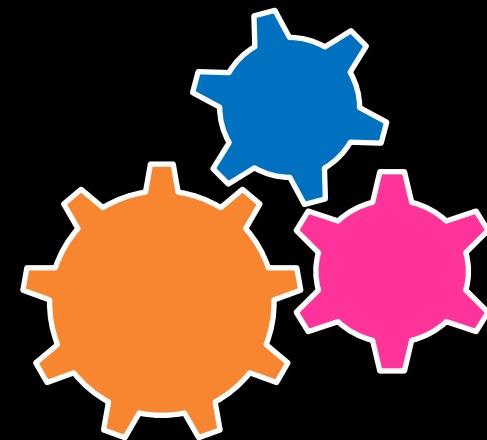




# **Report background & key findings**

# Background

Part 1 of Newspapers Today (Print), which was released in July 2008, explored newspapers' relevance and identified a unique positioning for the medium in the minds of Australian consumers within the modern media landscape.



It also prompted the need for a greater understanding of the relationship between printed newspaper and newspaper websites.

The three chapters of Newspapers Today Part 2 provide:

- a) A health-check on newspapers' unique positioning, two years on.
  - b) Evidence that will help combat misconceptions that newspaper websites are cannibalising printed newspapers, and
  - c) A fresh take on how Australians perceive newspapers, as brands in their own right.
- In all they demonstrate that:

**Newspapers and their websites are a powerhouse for Australian consumers.**

# The three chapters

## 1. Health check

2 years on,  
newspapers hold  
an even stronger  
position in the  
minds of  
Australians

## 2. Mythbusting

Newspapers and their  
websites play  
complementary roles.  
Newspaper websites are  
*not* cannibalising printed  
newspapers.

Australians see  
newspapers as  
powerful multi-  
dimensional  
brands

## 3. A fresh take



# Chapter 1: Health Check

## 1. Newspaper and their websites are seen as more Absorbing, Dynamic and Reputable than other media

Since 2007, newspapers and their websites have grown (on average +34%) across these three measures, further cementing their leadership status as a compelling communication platform.



# Chapter 2: Mythbusting

## 2. Newspapers are complemented (not cannibalised) by their websites

Reciprocity between newspapers and their websites exists because they each play distinct roles which complement each other. Together they provide better access for users and make for a richer reading experience.



# Chapter 3: A fresh take on newspapers

## 3. Newspapers have transformed into powerful multi-platform brands

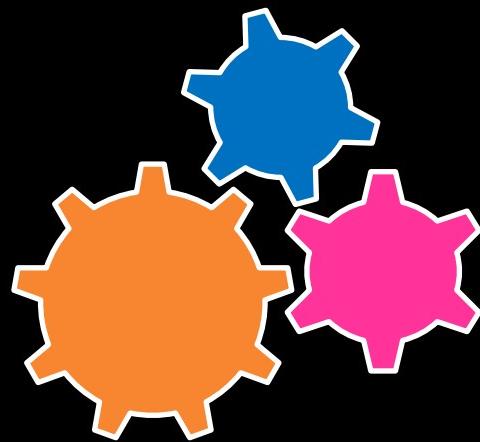
The expansion of newspapers online and into mobile has renewed newspapers in the minds of Australians. They are seen as contemporary brands that compare very favourably to iconic digital brands.



# Rollout Strategy



# Rollout Strategy



There is a lot to communicate from the findings of Newspapers Today Part 2.

As each chapter can operate as a standalone or combine to provide an holistic perspective, the rollout will be phased so that communication of the findings are clearly defined.

The phasing of these chapters will apply in a number of ways:

- Video segments (four in total – one for each chapter + Exec Summary)
- Press and online advertising (three ads featuring each chapter's killer findings)
- Medial (bite size findings from each chapter phased over three weeks)
- PR activity (Three CEO interviews focusing on different chapters)
- Support materials (eg. PDFs for each chapter + Exec Summary version)

# Launch process - publishers

## **Effectiveness**

### **Champion briefings**

2-5 Feb

Contact point for sales force support materials



### **Sales Director briefings**

10-12 Feb

For those attending media agency presentations



### **CEO briefings**

10-12 Feb

Preparation for launch exclusive interviews



### **Sales force e-alert briefings**

10 Feb onwards

Video 'chapters' deliver key findings from report phased across launch weeks



### **Face-to-face sales force briefings**

March onwards

On request, via Effectiveness Champions, for sales teams presenting more broadly post launch

# Launch components

## PR activity

- Combined briefing to key press/trade journalists
- CEO exclusives offered to The Aus, SMH & AFR.
- Video segments offered exclusively to trade press website (eg. Adnews)
- Demo cuts released mid March provide additional PR opportunity.

## Report distribution

- Advance copies to industry figures for PR commentary.
- Copies to publisher sites.
- 400+ copies mailed by The Newspaper Works to database.
- Leave behinds at media agency presentations.
- Website download and registration for hard copy mail-out.

## Marketing

- Full database e-alert blasts.
- Video ‘chapter’ segments to view on website, YouTube channel, trade press &, publisher trade sites
- Press and online activity in Media sections (mastheads and corresponding web pages)
- Four week Media schedule

# Media Agency presentations

35 media agencies to be targeted by The Newspaper Works:

Market	Timing
Sydney	w/c 15 February
Melbourne	w/c 22 February
Brisbane	w/c 8 March

*Timing pending confirmation of CEO's PR activity/scheduling*

Senior agency personnel (Management/Planning Directors/Strategists) and communication planning influencers only to attend.

Joint senior level publisher representation requested.

Presentation of key findings 25 minutes maximum.

When meetings are finalised, a meeting schedule will be circulated for publishers to nominate representatives.

# Rollout calendar

## Newspapers Today II

## **ROLLOUT CALENDAR (AS @ 21 JAN 2010)**



# TheNewspaperWorks

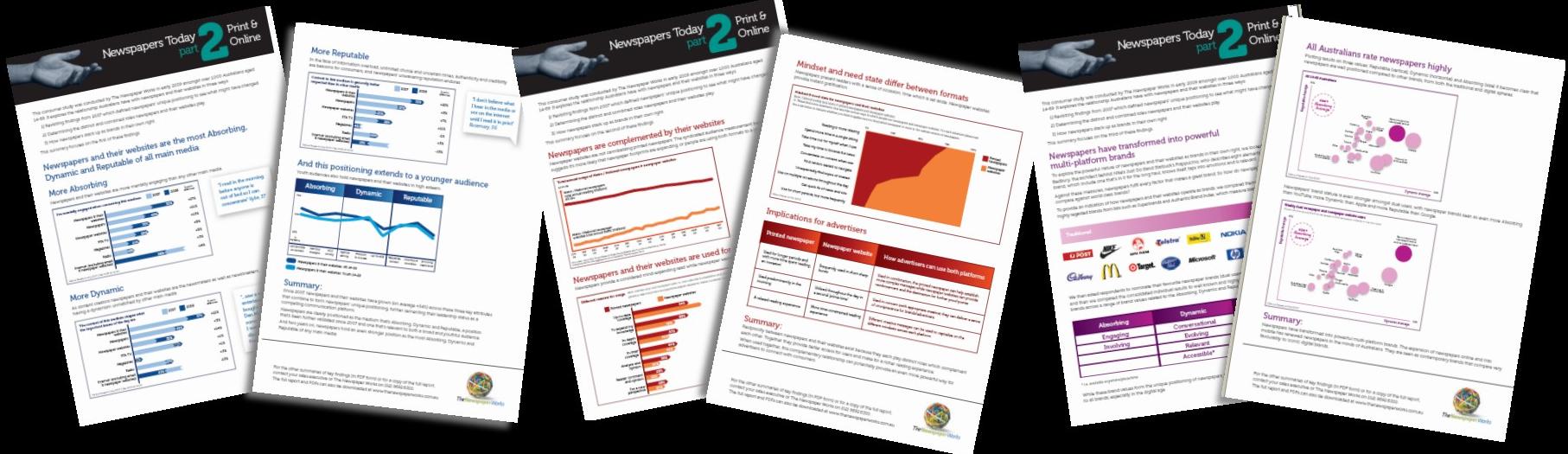
*A PDF version of this calendar is provided separately for greater detail*

# Sales force support materials

- Video segments providing key findings in easy viewing form for initial education/training and for subsequent use embedded into own presentations by sales forces where applicable.
- PPT presentation version of full findings to cut and paste into own presentations.
- PDF summaries to use as talkers/leave behinds with clients (see following page for examples)
  - Chapter 1 (Unique positioning of newspapers two years on)
  - Chapter 2 (The complementary roles)
  - Chapter 3 (Newspapers as multi-dimensional brands)
  - Executive Summary of full findings
- User manual – how to use findings from NT2 in responding to briefs/pitches.
- Q&A crib sheet.
- Demographic cuts in PPT and PDF form (released mid March).

# Sales force support materials

- PDF summaries for each of the chapters provide you with a simple (and portable) way to deliver the key findings from the report when time pressures don't allow for a more comprehensive presentation.





# Research Methodology



# How was qualitative research used in this study?

- Qualitative research was conducted in December 2007 by independent market research company The Leading Edge.
- Eight focus groups and four in-depth interviews were conducted in both metro and regional locations (Sydney, Melbourne and Orange). All participants were regular users of newspapers in print and online, and were aged from 18-61.
- The qualitative study was undertaken to help understand how and why Australians used newspapers and their websites. It also helped identify themes for further exploration in quantitative research.



# How was quantitative research used in this study?

- Quantitative Research uses structured questions (conducted in surveys, often online) where the response options are pre-determined and involve large respondent numbers. It concerns itself with objective, quantified and statistically valid measures. *What, when, who, how* people think and act as they do.
- It was used in this study to determine what had changed in relation to;
  - Newspapers unique positioning since 2007
  - How dual users of newspapers and their websites use each respective platform
  - How newspapers and their websites performed, as brands compared to well known contemporary brands.
- Fieldwork was undertaken between 30 Jan – 7 Feb 2009 with 1,029 Australians aged 14-69. Quotas were imposed on age, gender and geography and the data post weight to known population characteristics as per the Australian Bureau of statistics, to ensure it was an accurate representation of the Australian population.
- Figures in the report are accurate to within +/- 3% at the 95% confidence interval

# Presentation Approach

## Suggested 'Do's: First Presentations



1. Organise one-on-one presentations with media strategists and planners first.

The benefit of doing so is that it will give strategists a chance to digest the information and then ask questions that are relevant to their target audience and their brands.

It will be a missed opportunity if the report is presented at the outset in a larger/broader forum, because the client-specific conversations are less likely to occur.

2. Ascertain if your contact recalls seeing Newspapers Today Part I. Establishing this fact will help you to weight the time/emphasis you place on particular sections.
3. Provide the hard copy of the report as a leave-behind for strategists to read after the presentation. Follow up approximately a fortnight later asking if they have any further questions or if they would like the results from Newspapers Today Part II cut by their target audience.

# Presentation Approach

## Suggested 'Do's: Follow up Presentations



- 1.** If your key contact has been exposed to the report already, perhaps you might pull out/post-it-note a couple of points relevant to their business to draw their attention to it and reinforce what they've already seen. Alternatively you could use it as an opportunity to provide additional copies for their clients.
- 2.** The report's value comes from getting the strategist or advertiser talking about a brief they're working on, identifying the strategic role and discussing the merits of newspapers in that context.

The three defining attributes of newspapers will always combine to deliver an unrivalled opportunity for advertisers to connect powerfully with consumers, irrespective of the strategic role, so continue to reinforce them. Wherever possible, use the report as a platform to discuss practical applications rather than generic ones.

- 3.** Use the report content immediately in your responses to client briefs. It need only be one or two stats to help support your case, but it may also give you the opening to discuss the content further with planners/strategists.

# Presentation Approach

## Suggested 'Don'ts' : Follow up Presentations



- 1.** This report provides you with an opportunity to engage with media planners and strategists, so don't miss the chance by making a mass drop-off of the printed report. Otherwise key targets won't give the report due consideration if it doesn't form part of a presentation/ face to face conversation.
- 2.** If your contact requests a soft copy without having been presented to, press for a presentation. If this is not achievable within the first few weeks of the report's launch, then ensure a hard copy of the report is delivered as well, rather than just a soft copy. It's more likely to be read than the PDF version. The soft copy should be a back-up only for key/senior targets.
- 3.** If you feel you have an excess of hard copies at your disposal, please contact [admin@thenewspaperworks.com.au](mailto:admin@thenewspaperworks.com.au), and we will have them collected and redistributed.
- 4.** The 44pp printed report (which is expensive to produce) is intended for senior/key contacts. Others can download the report from our website for the full report or PDF summaries.

# Presentation Approach

## Suggested 'Don'ts' : Follow up Presentations



- 5.** If your contact indicates they've already seen the report, don't put your copy away and avoid referencing and utilising it during the course of your conversation. Use it as an active tool, as per Suggested Do's previously outlined for follow up presentations.

Don't do all the talking. Engage the planner in your discussions and ask questions that are also relevant to their clients' business, eg:

- What are their overall impressions of the findings?
- What relevance do the findings have in particular to their clients' business and/or briefs they're currently working on.
- Are there any particular targets they would like the Newspapers Today data cut by so that it is more specific to their clients' needs?



# Practical Applications



**How to use data from Chapter One to;**

# **Make a case for newspapers**

Examples of how use report content to build a case for newspapers and answer a client brief

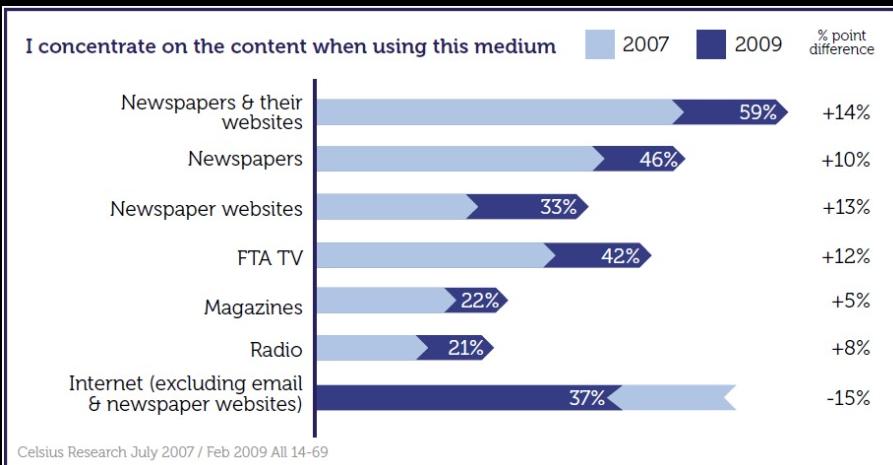
# Top tips

- Look for language in the brief, or from discussions with the planner that can be applied to the audience report (examples follow).
- Think about the task that needs to be achieved. Will the absorbing, dynamic or reputable nature of newspapers help?
- Compile data from all sources to create your argument
- Don't feel like you need to include everything. Make sure you edit the presentation to make it completely relevant

# Matching the content of the brief to what newspapers can offer: absorbing

## Communication challenge

- <Brand> operates in a highly contested/ competitive category alongside many advertisers who spend more than we do.

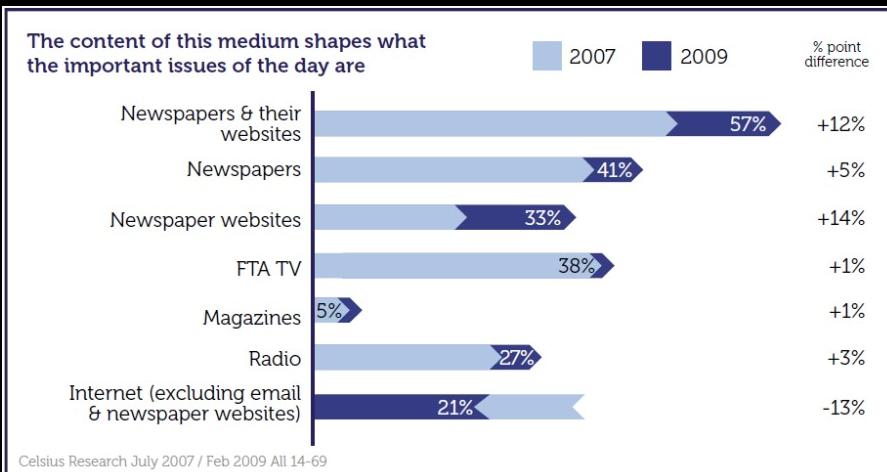


This brand needs attention.  
A medium that has it's  
users undivided attention is  
an attractive proposition.;

# Matching the content of the brief to what newspapers can offer: dynamic

## Communication challenges

- <Brand> needs to establish a leadership status

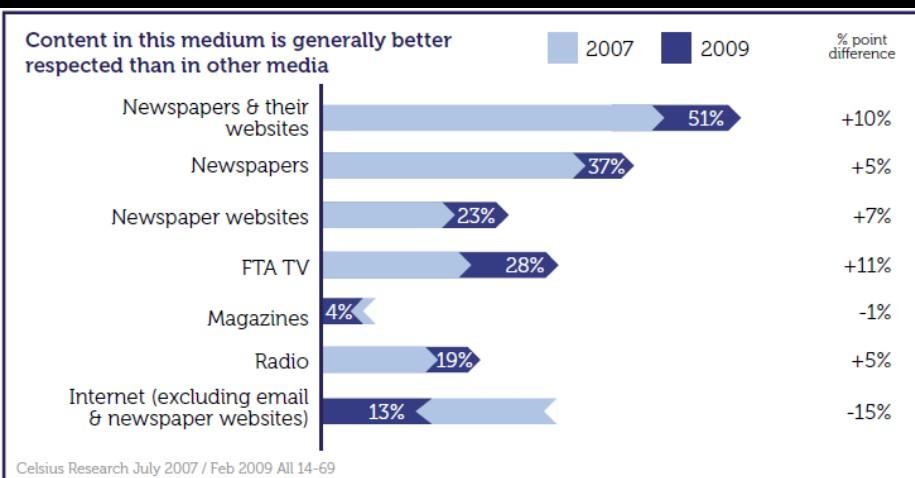


A leader sets the agenda, moves first.  
Newspapers drive the news cycle, break big stories and influence content of other media. This is a great environment for advertisers to borrow by association.

# Matching the content of the brief to what newspapers can offer: reputable

## Communication challenges

- Bad PR has negatively impacted how <brand> is perceived. This needs to be addressed in communication.



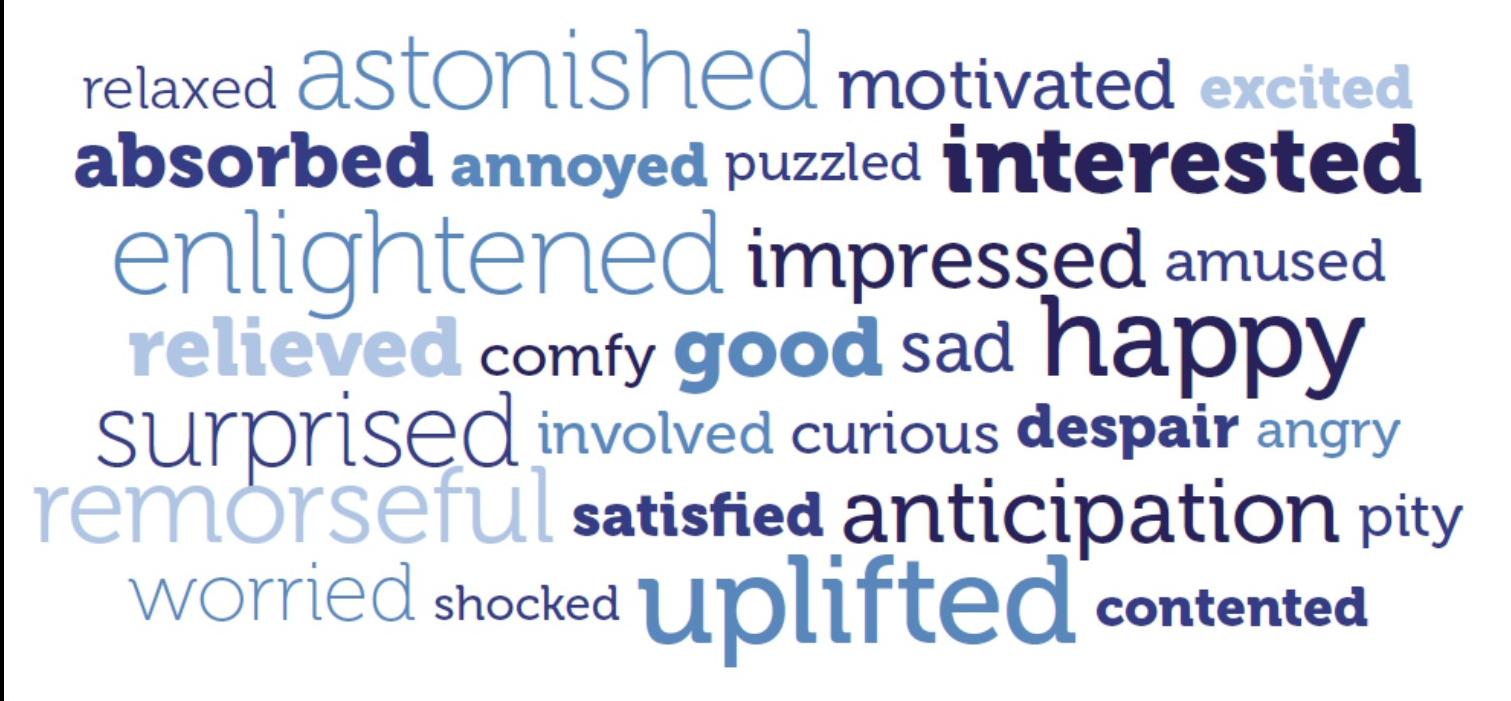
Newspaper reader respect content, a state of mind that might be difficult to create elsewhere, or be achieved by a brand alone. It's a positive environment to borrow interest from.

**How to use data from Chapter One to respond to a statement like;**

**Newspapers are not capable  
of driving emotion**

A couple of slides that help to counter this perception.

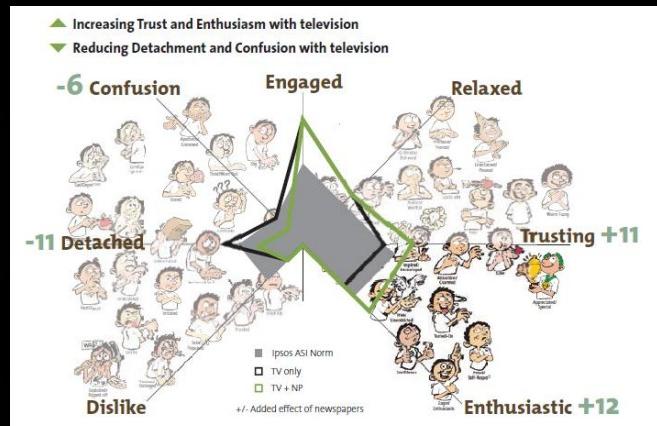
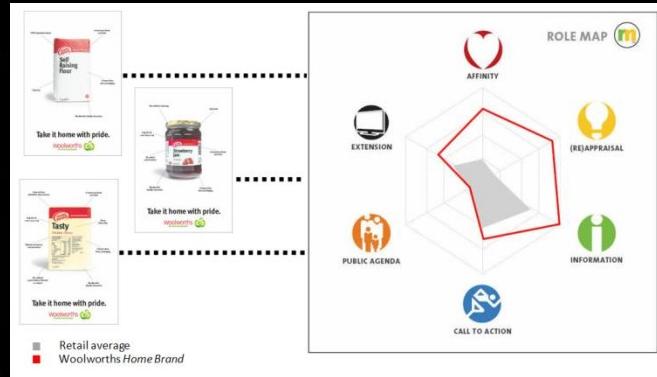
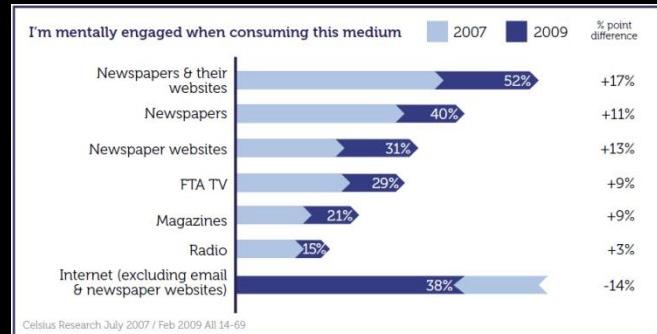
# Qualitative research uncovered Newspaper reading generates many emotions across a very broad spectrum



relaxed astonished motivated excited  
**absorbed annoyed puzzled interested**  
enlightened impressed amused  
**relieved** comfy **good** sad **happy**  
surprised involved curious **despair** angry  
**remorseful** **satisfied** anticipation pity  
worried shocked **uplifted** **contented**

A likely reflection of the high degree of mental engagement  
newspaper reading attracts

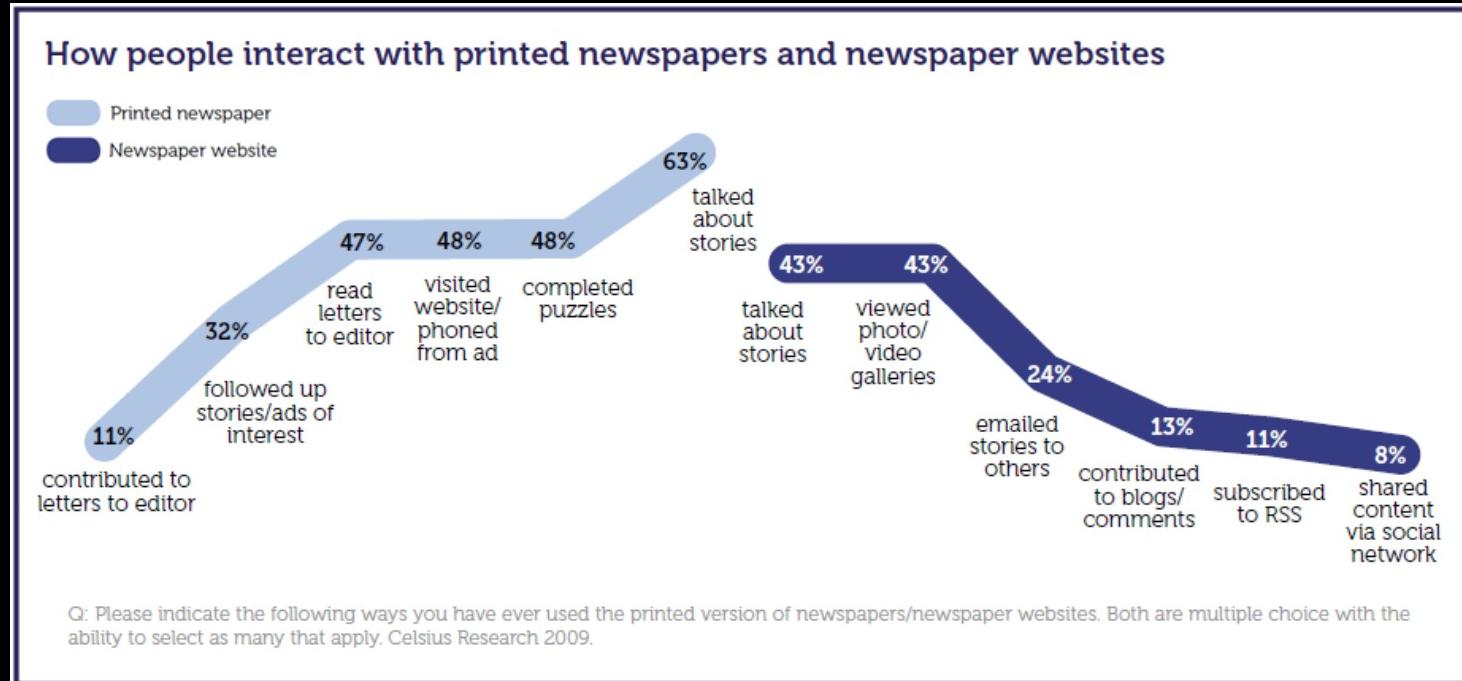
# Data that supplements the claim: newspapers can build emotion



**How to use data to respond to a statement like;  
Newspapers are not interactive**

A couple of slides that help counter this perception.

# Australians interact with newspapers and websites, in a manner appropriate to the format



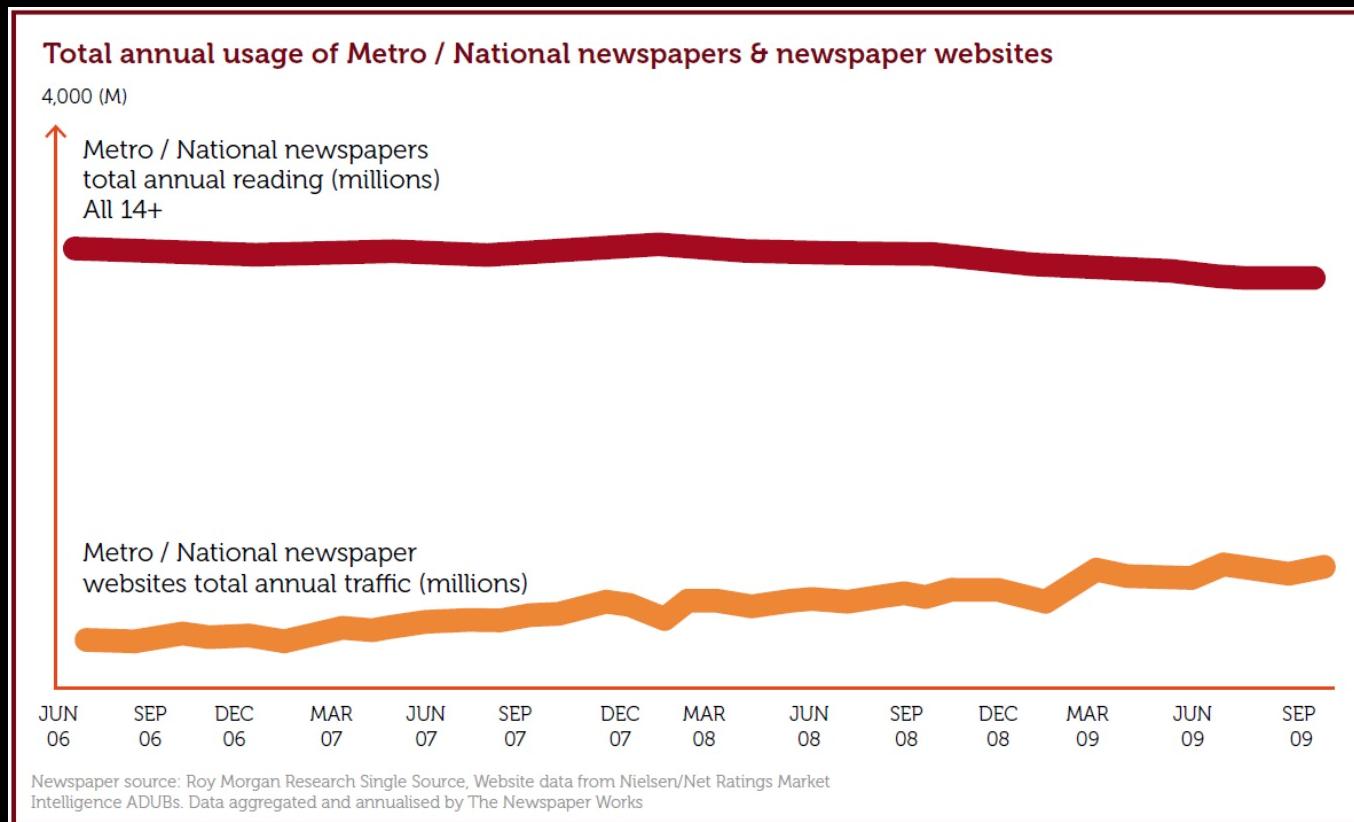
Newspapers provide inputs for interactivity

**How to use data from Chapter Two to respond to statements like;**

**Newspapers are losing readers  
to their websites**

A slide that could be used to respond to this statement

# Syndicated data shows newspapers remain constant while their websites grow, suggesting:



Newspaper footprints are expanding, and/or some Australians are using both formats to a greater degree

**How to use data from Chapter Two to respond to statements like;**

**Why would people use both a  
newspaper & its website?**

A few slides that you might use to respond to this statement or query raised by agencies and clients

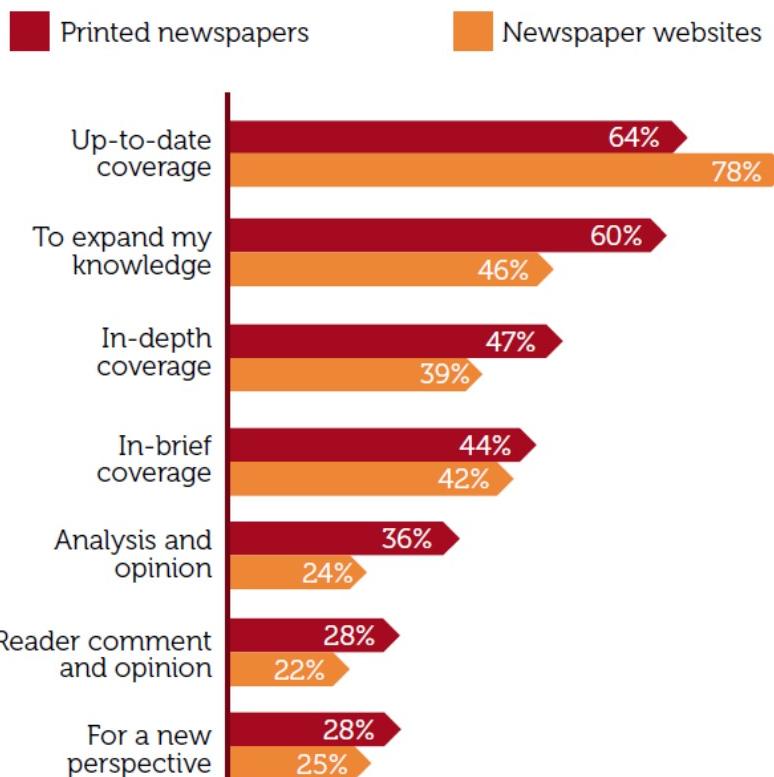
# Newspapers offer different reasons for usage compared to their websites

Newspapers are about providing a mind expanding read, while their websites 'scratch the news itch'

## Different reasons for usage

Base: Claimed daily dual newspaper users.

Q: Now we'd like to understand what you generally read the printed newspaper/newspaper website for. Please indicate all that apply.



Celsius Research Feb 2009

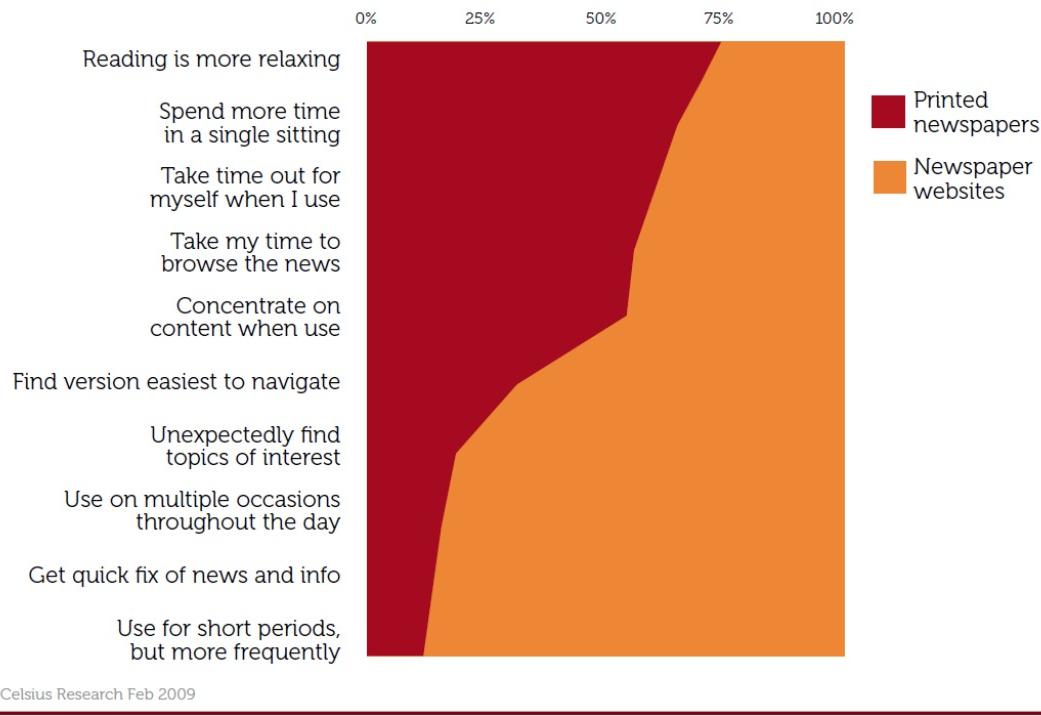
# Newspapers play a distinct role to their websites, making them a complementary fit

## Mindset & need state for newspapers and their websites

Base: Claimed weekly dual users of printed newspapers and newspaper websites.

Q: Please find some statements that describe various ways in which people use newspapers and newspaper websites.

For each statement please use the scale below to indicate whether you think it applies more to the printed newspaper or more to the website version of newspapers.



"Fast access, convenience, quick overview, video and easy follow up" Peter, 42  
(newspaper websites)

"My coffee would not be the same without it"  
Doriette, 49  
(newspapers)

# Case Study: Red Dawn

Editorial is treated uniquely, reinforcing the distinct role each newspaper format plays for consumers

"immediate news & links "



"a new detailed, insightful and complete experience"

**Dusty doomsday**

**Whipping up a storm**

- 1 A dust devil in Lake Eyre turns red in the northern SA, turning it to dust.
- 2 Diversified graziers usually prevent cattle from being killed by dust.
- 3 A powerful low pressure system began developing in the Great Australian Bight, drawing a cold front eastwards across the NSW-Victoria border in the early afternoon.
- 4 A mix of cold air heading north and the hot air from the desert increased the intensity of the wind, gathering dust as it went.
- 5 The front carrying the dust pushed across the state throughout the night, dumping tonnes of dust on Sydney in the early hours of yesterday.

**Tonnes of dust**

- It took 10 hours to reach the coast of SA.
- All the help of the storm, 2000 km of desert air was blown off the coast of NSW.
- The dust is expected to have travelled 2000 km.
- It can create the phenomenon known as 'dust devils' as it settles on mountains.

**Why the red glow**

- It's the colour of red because of the dust particles.
- As the dust reaches the highest point of the atmosphere, it reflects blue light.
- Dust reflects blue light relatively insidiously. This means that the sky appears blue by day and sulphate particles like soot.

**Why we choked**

- Air particle counts in the bush reached 1000 times normal.
- Australian desert dust is much redder than grey Saharan dust.
- The dust is 100 times more concentrated than sand.
- It would take up to 20 years for the dust to settle.
- Dust devils are caused by rain as sulphate particles like soot.

**In history**

- The most severe dust storm in 1929 caused visibility to drop to zero.
- In 1982, reducing visibility at 10m to zero.
- The most recent major dust storm in 2002, was one of the worst in living memory, hitting parts of NSW as well as inland South Australia, Victoria and Queensland.

Quotes source; Qual research The Leading Edge" Dec 2007. Quotes were aligned with a practical example and not specific to the Dust storm coverage.

**How to use data from Chapter Three to respond to a statement like;  
Newspapers are increasingly  
irrelevant**

A couple of slides to counter this perception

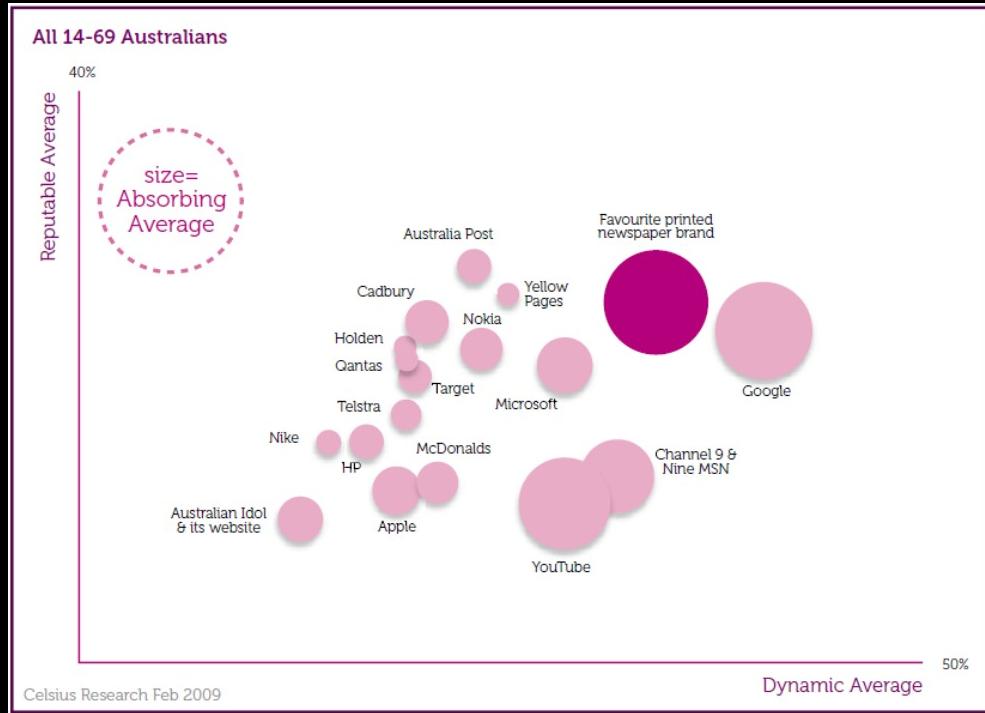
**Newspapers were measured against the most contemporary brands on nine measures relevant to any brand.**

**Here you can see newspapers keep very good company indeed!**

### Measures

Absorbing	Dynamic	Reputable
Engaging	Conversational	Credible
Involving	Evolving	Trustworthy
	Relevant	Genuine
	Accessible*	

Aggregate score on three themes





**Q&A**

# Draft Questions

An extensive range of Q&As have been identified in consultation with sales directors, and are currently being prepared. They will answer general questions about the report as well as those relating specifically to the findings in each chapter.

However there may be more, so we would appreciate you getting back to us with those you think you will be likely to field in market.

An A4 PDF will then be produced and distributed for use by sales forces.

Please forward questions to [luciaelliott@thenewspaperworks.com.au](mailto:luciaelliott@thenewspaperworks.com.au) by Tuesday 9<sup>th</sup> February.

Thank you.